



#04-063

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## FOR IMMEDIATE RELEASE

### Installation of Fluorescent Pedestrian Signs on SR 273

**REDDING** - The California Department of Transportation (Caltrans) has recently installed six fluorescent yellow green pedestrian crossing signs on State Route 273 (Market Street) near the Good News Rescue Mission in Redding. Sign installation was completed on April 24, 2004.

An investigative pedestrian count was completed and it was determined that this area has a higher than average number of pedestrians with a total vehicle accident rate higher than average for the area. The long-term solution is the installation of a pedestrian actuated flashing signal light on State Route 273 near the corner of Grange Street. The flashing beacon poles will also have luminaires to provide additional lighting to the area. The project will include adding a crosswalk closer to the Mission. Construction of this project is scheduled for summer of 2005.

"The new signs really stand out, and should have a positive impact on the safety of pedestrians in the area" stated Russ Wenham, Caltrans Deputy District Director for Maintenance and Operations.

Recently, the City of Redding installed additional lighting on existing utility poles in this area. The Good News Rescue Mission also added new lighting to their facility, helping to brighten this intersection. "The level of highway safety in the vicinity of the Mission still comes down to the actions of pedestrians and drivers. We need pedestrians to watch out for traffic and drivers to watch out for pedestrians," added Wenham.

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**NOTE:** Electronic versions of this news release, photos and art are available on the internet at the following web address: [http://www.dot.ca.gov/dist2/news\\_releases.htm](http://www.dot.ca.gov/dist2/news_releases.htm)